



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1397424

Schedule Dates 10/22/12-11/02/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/22/12
Last Modified 10/23/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,476.25
Net Total \$53,698.75
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	50	\$46,475.00
Nov. 2012	11	\$16,700.00
Grand Total:	61	\$63,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/23/12-10/26/12	3	:30	5A- News-News 13 Early 5am	4		X	X	X	X			4	\$200.00	\$800.00	Asheville (WLOS)		10/22/12
2.0	Normal Line / News	10/29/12-11/02/12	3	:30	5A- News-News 13 Early 5am	1	X	X	X	X	X			1	\$200.00	\$200.00	Asheville (WLOS)		10/22/12
3.0	Normal Line / News	10/23/12-10/26/12	3	:30	8A- ABC-Good Morning America	4		X	X	X	X			4	\$600.00	\$2,400.00	Asheville (WLOS)		10/22/12
4.0	Normal Line / News	10/29/12-11/02/12	3	:30	8A- ABC-Good Morning America	1	X	X	X	X	X			1	\$600.00	\$600.00	Asheville (WLOS)		10/22/12
5.0	Normal Line / News	10/23/12-10/26/12	3	:30	11:58:41A- News-News 13 at Noon	4		X	X	X	X			4	\$400.00	\$1,600.00	Asheville (WLOS)		10/22/12
6.0	Normal Line / News	10/29/12-11/02/12	3	:30	11:58:41A- News-News 13 at Noon	1	X	X	X	X	X			1	\$400.00	\$400.00	Asheville (WLOS)		10/22/12
7.0	Normal Line / News	10/23/12-10/26/12	3	:30	5:58P- News-News 13 at 6p	8		X	X	X	X			8	\$1,000.00	\$8,000.00	Asheville (WLOS)		10/22/12
8.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:58P- News-News 13 at 6p	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	Asheville (WLOS)		10/22/12
9.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6:58:50P- Wheel of Fortune	4		X	X	X	X			4	\$900.00	\$3,600.00	Asheville (WLOS)		10/22/12
10.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:58:50P- Wheel of Fortune	1	X	X	X	X	X			1	\$900.00	\$900.00	Asheville (WLOS)		10/22/12
11.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7:28:30P- Jeopardy	3		X	X	X	X			3	\$1,000.00	\$3,000.00	Asheville (WLOS)		10/22/12

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12.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	7:28:30P- Jeopardy	1	X	X	X	X	X			1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/22/12
13.0	Normal Line / News	10/23/12-10/25/12	3	:30	10:59:56P- News-News 13 11p Late News	4		X	X	X				4	\$800.00	\$3,200.00	Asheville (WLOS)		10/22/12
14.0	Normal Line / News	10/29/12-11/01/12	3	:30	10:59:56P- News-News 13 11p Late News	1	X	X	X	X				1	\$800.00	\$800.00	Asheville (WLOS)		10/22/12
15.0	Normal Line / News	10/22/12-10/22/12	3	:30	9P- ABC News: Your Voice Your Vote: Presidential Debate		1								\$4,000.00		Asheville (WLOS)		10/22/12
15.0.1	Closed Preempt	10/22/12															Asheville (WLOS)	Pre-empt/Exception - as per J Fishleigh	
16.0	Normal Line / Prime	10/29/12-10/29/12	3	:30	10:01P- ABC-Castle (Monday)		1							1	\$2,800.00	\$2,800.00	Asheville (WLOS)		10/22/12
17.0	Normal Line / Prime Premium	10/23/12-10/23/12	3	:30	7:58P- ABC-Dancing With The Stars (Tuesday)			1						1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/22/12
18.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	9:01P- ABC-Happy Endings (Tuesday)			1						1	\$2,000.00	\$2,000.00	Asheville (WLOS)		10/22/12
19.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	10P- ABC-Private Practice (Tuesday)			2						2	\$2,000.00	\$4,000.00	Asheville (WLOS)	1 spot MG from previous contract	10/22/12

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20.0	Normal Line / Prime	10/25/12-10/25/12	3	:30	7:58P- ABC-Last Resort (Thursday)					1				1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/22/12
21.0	Normal Line / Prime Premium	10/25/12-10/25/12	3	:30	8:59:26P- ABC-Greys Anatomy (Thursday)					1				1	\$3,000.00	\$3,000.00	Asheville (WLOS)		10/22/12
22.0	Normal Line / Prime	10/25/12-10/25/12	3	:30	10:02P- ABC-Scandal (Thursday)					1				1	\$1,400.00	\$1,400.00	Asheville (WLOS)		10/22/12
23.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	7:58P- ABC-Shark Tank (Friday)						1			1	\$900.00	\$900.00	Asheville (WLOS)		10/22/12
24.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	10P- ABC-20/20 (Friday)						1			1	\$1,200.00	\$1,200.00	Asheville (WLOS)		10/22/12
25.0	Normal Line / Prime	10/28/12-10/28/12	3	:30	9P- ABC-Revenge (Sunday)								1	1	\$1,800.00	\$1,800.00	Asheville (WLOS)		10/22/12
26.0	Normal Line / News	10/28/12-10/28/12	3	:30	5:59A- News-News 13 @ 6am Sunday								1	1	\$150.00	\$150.00	Asheville (WLOS)		10/22/12
27.0	Normal Line / News	10/28/12-10/28/12	3	:30	6:58:20A- News-News 13 @ 7am Sunday								1	1	\$225.00	\$225.00	Asheville (WLOS)		10/22/12
28.0	Normal Line / News	10/28/12-10/28/12	3	:30	8A- ABC-Good Morning America Sunday								1	1	\$350.00	\$350.00	Asheville (WLOS)		10/22/12
29.0	Normal Line / News	10/28/12-10/28/12	3	:30	5:58:26P- News-News 13 6p News Sunday								2	2	\$800.00	\$1,600.00	Asheville (WLOS)		10/22/12

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30.0	Normal Line / News	10/23/12-10/26/12	3	:30	5:28A- News-News 13 Early 530a	2		X	X	X	X			2	\$300.00	\$600.00	Asheville (WLOS)		10/22/12
31.0	Normal Line / News	10/27/12-10/27/12	3	:30	5:58:40A- News-News 13 @ 6am Saturday							1		1	\$150.00	\$150.00	Asheville (WLOS)		10/22/12
32.0	Normal Line / Football	10/27/12-10/27/12	3	:30	3:28:20P- Sports-ABC College Football							1		1	\$1,500.00	\$1,500.00	Asheville (WLOS)		10/22/12
33.0	Normal Line / Prime Premium	10/29/12-10/29/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/22/12
34.0	M/G For 15.0.1 / News	10/29/12-10/29/12	3	:30	8P- 9P (EST)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/23/12

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